U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.
DEM1P010SERIAL NO.
10/092,361

APPLICANT

Delurgio et al.

FILING DATE
3/5/02GROUP
2161LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
ERC	AA	6,094,641	07/25/00	Ouimet et al.	705	10	
	AB	6,078,893	06/20/00	Ouimet et al.	705	10	
	AC	5,987,425	11/16/99	Hartman et al.	705	20	
	AD	5,878,400	03/02/99	Carter, III	705	20	
	AE	5,873,069	02/16/99	Reuhl et al.	705	20	
	AF	5,822,736	10/13/98	Hartman et al.	705	1	
	AG	5,377,095	12/27/94	Maeda et al.	364	401	
	AH	5,117,354	05/26/92	Long et al.	364	401	
	AI	6,032,125	02/29/00	Ando	705	10	
	AJ	6,009,407	12/28/99	Garg	705	10	
	AK	5,712,985	01/27/98	Lee et al.	395	207	
	AL	6,125,355	09/26/00	Bekaert et al.	705	36	
	AM	6,032,123	02/29/00	Jameson	705	8	
	AN	6,029,139	02/22/00	Cunningham et al.	705	10	
	AO	5,918,209	06/29/99	Campbell et al.	705	5	
✓	AP	5,249,120	09/28/93	Foley	364	401	
ERC	AQ	6,308,162	10/23/01	Ouimet et al.	364	401	

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
ERC	AR	WO 98/53415	11/26/98	Ouimet et al.				

EXAMINER

Cosimano, E.

DATE CONSIDERED

2/23/03

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.
DEM1P010SERIAL NO.
10/092,361LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

Delurgio et al.

FILING DATE
3/5/02GROUP
2161

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
ERC	AS	5,063,506	11/05/91	Brockwell et al.	364	402	
	AT	6,205,431	03/30/01	Willemain et al.	705	10	
	AU	5,459,656	10/17/95	Fields et al.	364	401	
	AV	5,299,115	03/29/94	Fields et al.	364	401	
	AW	5,799,286	08/25/98	Morgan et al.	705	30	
ERC	AX	5,732,401	03/24/98	Conway	705	29	

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

ERC	BA	"Report of Novelty Search" by Patentec, dated Feb, 9, 2001					
	BB	"Report of Novelty Search" by Patentec, dated July 25, 2001					
	BC	Stephen J. Hoch et al., "Store Brands and Category Management", The Wharton School, University of Pennsylvania, March 1998, pp. 1-38					
	BD	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48					
	BE	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p.227					
	BF	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28					
	BG	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132					
	BH	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238					
	BI	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108					
ERC	BJ	Eileen Bridges et al., "A High-Tech Product Market Share Model With Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81					

EXAMINER

Cosimano, E.

DATE CONSIDERED

2-23-03

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.
DEM1P010SERIAL NO.
10/092,361LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

Delurgio et al.

FILING DATE
3/5/02GROUP
2161

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

ERC	BK	Richard R. Batsell, et al., "A New Class of Market Share Models", Marketing Science, Vol. 4, No. 3, Summer 1985, pp. 177-198
	BL	Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-220
	BM	Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, pp. 5-11
	BN	Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues", Marketing Science, Vol. 12, No. 3, Summer 1993, pp. 213-229
	BO	Robert M. Schindler et al., "Increased Consumer Sales Response through Use of 99-Ending Prices", Journal of Retailing, 6/1/96, p. 187
	BP	Francis J. Mulhern et al., "The Relationship between Retail Price Promotions and Regular Price Purchases", Journal of Marketing, Vol. 59, October 1995, pp. 83-90
	BQ	John Deighton et al., "The Effects of Advertising on Brand Switching and Repeat Purchasing", Journal of Marketing Research, Vol. XXXI, February 1994, pp. 28-43
	BR	Sunil Gupta, "Reflections on 'Impact of Sales Promotions on When, What, and How Much to Buy'", Journal of Marketing Research, Vol. XXX, November 1993, pp. 522-24
	BS	Richard A. Briesch, "Does it Matter How price Promotions Are Operationalized?", Marketing Letters 8:2 (1997), pp. 167-181
	BT	Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3
	BU	William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59
	BV	Stephen J. Hoch at al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp 17-29
	BW	Magid M. Abraham Et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No. 3, Summer 1993
ERC	BX	Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of marketing Research, Vol. XXXII (November 1996), pp. 442-452

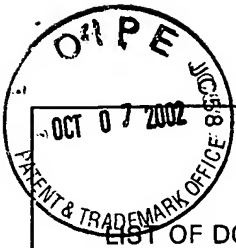
EXAMINER

Cosimano, E.

DATE CONSIDERED

2-23-03

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.
DEM1P010SERIAL NO.
10/092,361LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

Delurgio et al.

FILING DATE
3/5/02GROUP
2161

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

ERC	BY	Rossi, Delurgio, & Kantor; "Making Sense of Scanner Data," Harvard Business Review, Reprint F00205
	BZ	Bucklin & Gupta, "Brand Choice, Purchase Incidence, and Segmentation: An Integrated Modeling Approach," Journal of Marketing Research, May 1992, PP. 201-215, Vol. XXIX
	CA	Smith, Mathur, & Kohn; "Bayesian Semiparametric Regression: An Exposition and Application to Print Advertising," January 3, 1997; Australian Graduate School of Management, University of New South Wales, Sydney 2025, Australia
	CB	Blattberg and Deighton, "Manage Marketing by the Customer Equity," Harvard Business Review, July-August 1996, pp. 136-144
	CC	Christen, Gupta, Porter, Staelin & Wittink; "Using Market-Level Data to Understand the Effectiveness of Promotional Activities," December 22, 1995
	CD	Ross Link, "Are Aggregate Scanner Data Models Biased?," Journal of Advertising Research, September/October 1995, pp. RC8-RC12, ARF
	CE	Russell et al., "Understanding Brand Completion Using Micro and Macro Scanner Data," Journal of Marketing Research, Vol. XXXI (May 1994), pp. 289-303
	CF	John Philip Jones, "The Double Jeopardy of Sales Promotions," Harvard Business Review, September-October 1999, pp. 145-152
	CG	Buzzell, Quelch, & Salmon; "The Costly Bargain of Trade Promotion," Harvard Business Review, Reprint 90201, March-April 1990, pp. 1-9
	CH	Curry, Divakar, Mathur & Whiteman; "Bvar as a Category Management Tool: An Illustration and Comparison with Alternative Techniques," Journal of Forecasting, Vol. 14, Iss. No. 3 (1995), pp. 181-199
	CI	Montgomery: "The Impact of Micro-Marketing on Pricing Strategies", 1994 The University of Chicago Vol. 55/12-A of Dissertation of Abstracts International, pg. 3922 (Abstract Only)
	CJ	Busch: "Cost Modeling as a Technical Management Tool", Research-Technology Management, Nov/Dec 1994, vol. 37, no. 6, pgs 50-56
ERC	CK	"PacifiCorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas"

EXAMINER

Cosimano, E.

DATE CONSIDERED

2-23-03

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.